

Central Corridor Light Rail Transit



Status Report On the Implementation of Mitigation Measures – CCLRT Construction-Related Business Impacts February 2013



Prepared by
The Central Corridor Project Office
On behalf of The Metropolitan Council

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Attachment B1	Summary of Past Monthly Meetings
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1.0 Purpose

This Report summarizes how the Metropolitan Council and other partner agencies worked during the month of February to minimize impacts from Central Corridor LRT (CCLRT) construction to local businesses. This monthly report is a requirement of the Federal Transit Administration (FTA). The requirement is described in the Finding of No Significant Impacts (FONSI), which FTA issued following publication of the April 2011 *Supplemental Environmental Assessment of Construction-Related Potential Impacts on Business Revenues* (Business Impacts SEA).

1. Construction-related complaints and responses
2. Public outreach and communication activities
3. Funds spent to assist businesses during construction
4. Requests for business assistance and responses
5. Number of business openings / closings / relocations

1.1 Mitigation Activities to Assist Central Corridor Businesses

Mitigation activities to assist businesses during construction were summarized in the Business Impacts SEA and form the basis of reporting for items #3 and #4 above, as required by the FTA's FONSI. These activities focus on: (1) minimizing the impacts of construction activities; (2) communications with corridor businesses and the community regarding construction activities; (3) promotional and marketing activities to encourage customers to shop at businesses during construction; (4) technical assistance to businesses during construction; (5) financial assistance to businesses losing nearby on-street parking, and; (6) general financial assistance to small businesses affected by construction activities.

Business assistance activities are summarized in Tables 1 and 2 below.

Table 1: Attachment A to the CCLRT Business Impacts SEA FONSI – Summary Table of Mitigation Measures and Financial Commitments

Mitigation Measures		Financial Commitment	Responsible Agency	Contact Information
Construction Contract (see Section 2.3.5)	Construction Access Plan	\$200,000	Metropolitan Council	Robin Caufman Robin.caufman@metc.state.mn.us 651-602-1457
	Contractor Incentive Program	\$850,000	Metropolitan Council	Robin Caufman Robin.caufman@metc.state.mn.us 651-602-1457
Project Communications (see Section 2.3.6)	Community Outreach Coordinators	\$4,000,000	Metropolitan Council	Robin Caufman Robin.caufman@metc.state.mn.us 651-602-1457
	Construction Communication Plan (Special Signage)	\$200,000	Metropolitan Council	Robin Caufman Robin.caufman@metc.state.mn.us 651-602-1457

Mitigation Measures		Financial Commitment	Responsible Agency	Contact Information
Parking Assistance (see Section 2.3.1)	Neighborhood Commercial Parking Program	\$2,100,000	City of St. Paul	Craig Blakely Craig.blakely@ci.stpaul.mn.us 651-266-6697
	Alley Improvements Program	\$350,000	City of St. Paul	Craig Blakely Craig.blakely@ci.stpaul.mn.us 651-266-6697
Business Assistance Programs (see Section 2.3.2)	Business Support Fund	\$4,000,000	City of St. Paul	Nancy Homans Nancy.homans@ci.stpaul.mn.us 651-266-8568
	Business Improvement / Expansion Assistance	\$700,000 ⁽¹⁾	Neighborhood Development Center	Isabel Chanslor ichanslor@ndc-mn.org 651-379-8431
	Business Resources Collaborative	\$315,000 ⁽⁵⁾	N/A	Jonathan Sage-Martinson jonathan@funderscollaborative.org 651-280-2384
	University Avenue Business Preparation Collaborative	\$1,0275,000 ⁽²⁾	N/A	Isabel.Chanslor ichanslor@ndc-mn.org 651-379-8431
	Great Streets and Business Association Assistance Program	\$210,000	City of Minneapolis	Emily Stern Emily.stern@ci.minneapolis.mn.us 612-673-5191
	Other	\$7,670	N/A	Jonathan Sage-Martinson jonathan@funderscollaborative.org 651-280-2384
	Business Marketing Program ⁽⁴⁾	\$1,200,000	Metropolitan Council	Anne Taylor anne.taylor@metc.state.mn.us 651-602-1449
University Avenue / Cedar Riverside Betterments	Improved Street Lighting / Street Amenities	\$1,000,000 ⁽³⁾	City of St. Paul / Metropolitan Council	Kathryn O'Brien kathryn.obrien@metc.state.mn.us 651-602-1927

Mitigation Measures		Financial Commitment	Responsible Agency	Contact Information
(see Section 2.3.3)	Business Façade Improvements	\$150,000	City of Minneapolis	Emily Stern Emily.stern@ci.minneapolis.mn.us 612-673-5191
Promoting Business Access	Additional Business Signage	\$50,000	Metropolitan Council	Robin Caufman Robin.caufman@metc.state.mn.us 651-602-1457
(see Section 2.3.4)	Cooperative Advertising and Transit Fare Passes	\$250,000	Metro Transit	Robin Caufman Robin.caufman@metc.state.mn.us 651-602-1457
TOTAL		\$16,657,670		

- (1) This amount reflects a decrease of \$150,000 from the amount reported in the Business Impacts SEA. This decrease reflects the actual amount dedicated in Living Cities funds to this effort.
- (2) This amount reflects an increase of \$460,000 from the amount reported in the Business Impacts SEA. This increase reflects an additional commitment of \$200,000 per year in 2011, 2012 and 2013 in funding from the Central Corridor Funders Collaborative supporting business marketing and technical assistance support efforts in 2011 and another \$200,000 commitment in 2012.
- (3) This amount reflects an increase of \$350,000 from the amount reported in the Business Impacts SEA. This increase reflects the actual amount dedicated to this effort.
- (4) This amount was approved September 28, 2011 by the Metropolitan Council to be used to retain a consultant to provide marketing assistance to Central Corridor businesses.
- (5) This amount reflects an increase of \$75,000 from the amount reported in the Business Impacts SEA. This increase reflects additional funds committed by the Central Corridor Funders Collaborative for marketing efforts from November 2011 to March 2012.

Table 2: Attachment A to the CCLRT Business Impacts SEA FONSI – Mitigation Measures: Staffing and Contract Commitments (Non-Direct Financial Commitments)

Mitigation Measures		Responsible Agency
Construction Contract	Special Events Plans	Metropolitan Council/Contractor
	Best Management Practices (BMPs)	Metropolitan Council/Contractor
Project Communications	Contractor Community Relations Leader	Contractor
	Construction Communication Plan	Metropolitan Council
	Construction Information Packet	Metropolitan Council
	Construction Signage	Metropolitan Council/Contractor
Parking Assistance	Construction Employee Parking	Metropolitan Council/Contractor

	Plan	
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This Report will be updated by the Metropolitan Council monthly throughout construction. The construction period is currently scheduled to be completed in 2013.

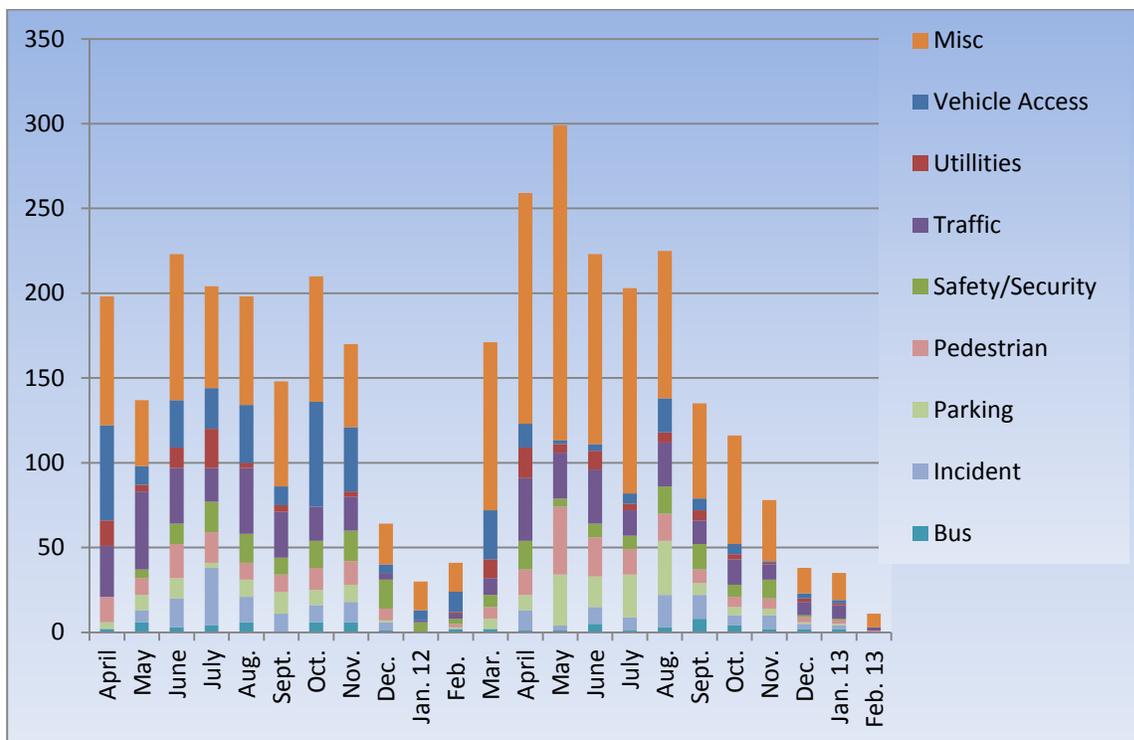
2.0 Activities Reported

2.1 Construction-related Calls, Complaints and Responses

Attachment A to this Report is a summary of construction and other calls and complaints received during February and their response / resolution. During February, a total of 11 complaints, comments or questions were received by Central Corridor Project Office staff (see Figure 1). This compares to a total of 35 in January. A majority of calls and e-mails were responded to within 24-hours. Nearly all issues were responded to within one week. Calls received in February concerned primarily property- or traffic-related issues.

Figure 1 is a summary of construction-related calls and e-mails received from April 2011 to February 2013.

Figure 1: April 2011 – February 2013 Construction Hotline Complaints Received



2.2 Public Outreach and Communication Activities

During the month of February, the following major outreach activities took place.

Construction Updates: Beginning January 2013, one project-wide construction update will be published monthly or as needed in recognition of the end of significant civil construction work. All current construction updates can be viewed at www.centralcorridor.org.

News Releases: In February, the Project issued one news release regarding the award of the 2013 Engineering Excellence Grand Award to the Metropolitan Council and its engineering consultant, AECOM for its retrofitting design of the Washington Avenue Bridge. All current news releases can be viewed at www.centralcorridor.org

Transit Rider Alerts: A link has been established on the home page of Metro Transit alerting riders of Central Corridor transit services affected by construction to detours and other information. <http://metrotransit.org/rail-construction.aspx>

GovDelivery: GovDelivery is a listserv that CCLRT Outreach and Communications staff began using in May 2012 to update people on project news, including construction activities. It currently has over 9,251 contacts to which information project information is sent. Previously, the Outreach and Communications staff used a ConstantContact listserv to serve this function.

Social Media: CCLRT Outreach and Communications Staff uses Twitter to send press releases, newsletters, and weekly construction updates to the public. At the end of February, @cclrt had over 2,112 followers.

February Public Meetings / Events: Eight meetings / events took place in February, with an estimated total attendance of approximately 125 people. These included meetings with stakeholder groups, Lunch on the Avenue events, Go Green Line promotion activities, and construction communications meetings. See Attachment B1 for a list of all meetings held in February.

Upcoming Public Meetings / Events: A list of upcoming meetings scheduled for the month of March is included as Attachment B2. Many of the meetings listed are open to the public. Contact an Outreach Coordinator identified in Attachment B2 for more details.

2.3 Funds Spent to Assist Businesses during Construction

The following is a summary of monthly activities related to the programs summarized in Tables 1 and 2 above.

2.3.1 Parking Assistance:

Neighborhood Commercial Parking Program: The City of Saint Paul is funding and administering a program to address parking loss during and after CCLRT construction. The program provides forgivable loans to individual businesses and property owners to improve off-street parking resources. The limit for each loan is \$25,000, unless the parking is shared, in which case the amount can be more. Figure 2, below, depicts the locations where parking lot improvements have been or are being made.

Figure 2 – Parking Lot Improvement Locations**Significant Activities:**

To date, the City of Saint Paul HRA has approved over \$1.6 million in funding for 24 parking improvement projects.

- As of December 18, 2012 the following parking improvement projects have been completed under this program.
 - 345 University – Metro Social Services
 - 353 University – Ha Tien Market
 - 377 University – May's Market
 - 575 University – Unidale Insurance
 - 672 University – A1 Vacuum and Shuang Her Grocery (SE corner of St. Albans and University)
 - 860-866 University – Victoria Best Steak House and East-West Beauty Salon
 - 904-908 University – Thong's Auto Repair and The Williams Store
 - 933 University – Safety Care
 - 979 University – Shear Pleasure Hair Salon
 - 1133 to 1141 University – Twin Cities Monument, Realty Matrix Apartments, and Kimble Chiropractic
 - 1159 University – The Vietnam Center
 - 1556-60 Sherburne – NE block of Snelling and University
 - 1647 University – Hammond Awards
 - 1685 University – Milbern Clothing
 - 2119 University – Subway parking lot
 - 2447 University – Design Press
- The following projects are planned for completion by the end of 2013.
 - 389 to 397 University – Apartment building and Anh's Hair Salon
 - 498 Arundel – a remote lot for 441 University
 - 633 University – Spectrum Staffing (NW corner Dale and University)
 - 739 University – Trung Nam
 - 850-854 University – Tai Hoa BBQ
 - NW block of Snelling and University – shared parking between Axman and Turf Club
- The following approved projects have dropped out of the program.
 - 750 University – Cambodian Employment
 - 1449 University – Hair Salons

Alley Improvements Program: The City of Saint Paul has dedicated \$350,000 in their Capital Improvement Budget to improve alleys adjacent to the Central Corridor.

Significant Activities:

- All of the committed funds (a total of \$350,000) were obligated in the City of Saint Paul's Capital Improvements Budget (CIB) to complete this program. Additionally, Met Council contributed \$282,000 in 2012 to pave 14 alleyways. All improvements have been completed.
 - Lexington to Oxford (north side of University)
 - Victoria to Avon (south side of University)
 - Avon to Grotto (north side of University)
 - Grotto to St. Albans (bet. Thomas & Lafond)
 - Grotto to St. Albans (north side of University)

- St. Albans to Dale (north side of University)
- MacKubin to Arundel (bet. Edmund & Thomas)
- Arundel to Western (north side of University)
- St. Albans to Dale (added as part of a parking improvement project)
- Arundel to Western (north side of University)
- Fry to Snelling (north side of University)
- Snelling to Asbury (north side of University)
- Pascal to Albert (north side of University)
- Aldine Street to Fry Street (north side of University)
- Asbury Street to Simpson Street (north side of University)
- Simpson Street to Pascal Street (north side of University)
- Griggs Street to Dunlap Street (north side of University)
- Chatsworth Street to Milton Street (south side of University)
- Chatsworth Street to Milton Street (north side of University)
- Virginia Street to Farrington Street (south side of University)
- Farrington Street to Galtier Street (south side of University)
- Galtier Street to Marion Street (south side of University)

Construction Employee Parking Plan: Central Corridor LRT construction contracts require contractors to minimize use of available on-street parking by developing an employee parking plan.

Significant Activities:

A construction employee parking plan has been developed, submitted, and approved by CCPO staff for the Civil East (St. Paul) and Civil West (Minneapolis) construction contracts. Enforcement of contractor parking requirements is part of the duties of CCPO construction inspectors. Any complaints received from the public regarding contractor parking are immediately responded to by CCPO outreach staff.

2.3.2 Business Assistance Programs:

Business Support Fund: The Business Support Fund program provides no-interest forgivable loans to small businesses (gross annual sales less than \$2 million) that experience construction-related loss of sales.

On February 1, 2013, the program was opened up to:

- Businesses from any of the segments that were either first time applicants or had not received the maximum loan of \$20,000; and
- Businesses in the major intersections but more than 1 block from University Avenue.

On May 1, 2013, if funds remain available, the program will make funds available a first come, first served basis until the fund is depleted to the following types of businesses:

- Businesses from any segment that received a loan of less than \$20,000 but would qualify for the balance if they were able to count losses from both years; and
- Businesses in segments directly impacted by construction for more than one construction season can qualify for an additional loan of up to \$10,000.

Significant Activities:

In February 2013, 14 loans to businesses, totaling \$242,760, were approved. Six of the loans were to businesses that were able to document additional losses so that their loans reached the \$20,000 maximum. A total of \$3,231,084 has been disbursed since 2011. (See Attachment C for a depiction of funds disbursed.)

Business Support Fund - Financial Activities	Allocation	Approvals	Balance	Percent Remaining
Minneapolis				
Cedar Riverside	\$289,825	\$309,825	(\$20,000)	0%
Stadium Village	\$221,994	\$260,000	(\$38,006)	0%
Prospect Park	\$345,324	\$260,951	\$84,373	24%
Minneapolis Total	\$857,143	\$830,776	\$26,367	3%
Business Support Fund - Financial Activities	Allocation	Approvals	Balance	Percent Remaining
Saint Paul				
Emerald to Hampden (North Side of University Avenue)	\$169,616	\$111,497	\$58,119	34%
Emerald to Hampden (South Side of University Avenue)	\$514,149	\$85,183	\$428,966	83%
Hampden to Aldine (North Side of University Avenue)	\$524,750	\$139,321	\$385,429	73%
Hampden to Aldine (South Side of University Avenue)	\$180,217	\$227,933	(\$47,716)	0%
Aldine to Syndicate (North Side of University Avenue)	\$222,621	\$298,118	(\$75,670)	0%
Aldine to Syndicate (South Side of University Avenue)	\$270,326	\$65,918	\$204,408	76%
Syndicate to Lexington (North Side of University Avenue)	\$63,079	\$136,336	(\$73,257)	0%
Syndicate to Lexington (South Side of University Avenue)	\$14,557	\$0	\$14,557	100%
Lexington to Dale (North Side of University Avenue)	\$169,827	\$211,848	(\$42,021)	0%
Lexington to Dale (South Side of University Avenue)	\$203,793	\$371,571	(\$167,778)	0%
Dale to Rice (North Side of University Avenue)	\$150,418	\$438,134	(\$287,716)	0%
Dale to Rice (South Side of University Avenue)	\$373,620	\$172,590	\$201,030	54%
Lowertown St. Paul	\$95,409	\$141,686	(\$46,277)	0%
St. Paul Total	\$2,952,381	\$2,400,308	\$552,074	19%
Grand Total	\$3,809,525	\$3,231,084	\$578,441	15%

Business Improvement / Expansion Assistance: The Business Improvement / Expansion Assistance program includes \$700,000 available in loan, grant, and Program Related Investment (PRI) funds to assist targeted businesses with significant growth opportunities and/or that are in a position to buy or improve their own buildings with the goal of reinforcing the importance of locally- and minority-owned businesses to the Central Corridor. This program will be administered by the Neighborhood Development Center (NDC).

Significant Activities:

The loans listed below have been approved under this program. See Attachment D for a 2012 mid-year report from the NDC on these programs.

- May's Building, 377 University Avenue: \$50,000 expansion loan and \$60,000 façade grant.
- A-1 Vacuum Cleaner, 666 University Avenue: \$50,000 expansion loan and \$10,000 façade grant.
- X-Treme Beauty Salon, 500 N. Dale Street: \$20,000 expansion loan.
- Ha Tien Grocery Store, 353 University Avenue: \$200,000 expansion loan and \$30,000 façade grant.

2012 Financial Activities:	Amount
Living Cities Small Business Expansion loans	\$320,000
Business façade improvement for small businesses	\$109,247
Loan Loss Reserve Fund that supports Program Related Investment loan for building owners and business expansion	\$150,000
NDC's administrative costs	\$33,250
Total	\$612,497

Business Resources Collaborative (BRC): The Business Resources Collaborative (BRC) is an informal coalition that provides support and technical assistance to businesses affected by the Central Corridor LRT Project. The BRC has received \$315,000 in grants in support of its operations. The BRC provides the following services to businesses along the Central Corridor:

- Provide business consulting and technical assistance (e.g., business and real estate development loan assistance; parking; energy efficiency programs; advocacy, information and referrals).
- Provide and maintain a business resource/information clearinghouse (<http://www.readyforrail.net>).
- Provide a grassroots "buy local" marketing campaign to help provide customers to Central Corridor businesses during project construction.

Financial Activities:	Amount
Creation and facilitation of Central Corridor Business Resources Collaborative. (June 2009)	\$15,000
Creation of the Central Corridor Funders Collaborative Corridor-wide business development strategy, announcement of the strategy, creation of an evaluation framework, and facilitation for 2010. (Feb. 2010)	\$90,000
Grassroots buy local marketing plan. (Nov. 2010)	\$50,000

City of St. Paul funding to Midway Chamber of Commerce to assist in business marketing efforts (paid to Nemer Fieger).	\$75,000
Central Corridor Funders Collaborative funding to Midway Chamber of Commerce to assist in Business Marketing Efforts	\$75,000
Total	\$305,000

University Avenue Business Preparation Collaborative (U7): The University Avenue Business Preparation Collaborative (U7) was created by community development organizations to provide marketing support, on-site business consulting, resource center and planning center, small business workshops, grants for marketing and façade improvements, micro-lending and financing support to small businesses along the Central Corridor. All funds reported in the Business Impacts SEA for this activity have been disbursed.

Significant Activities:

Since 2009, U7 staff and the BRC have provided over 7,600 hours of one-on-one assistance to more than 130 Central Corridor businesses. See Attachment E for the U7's Fiscal Year 2012 report on activities.

Financial Activities	Amount
Program to help small through training, technical assistance, and financing. (Jan 2009)	\$200,000
Program to help small business through training, technical assistance, and financing. (Feb. 2010)	\$100,000
Program to help small businesses through training, technical assistance, and financing.(Sept. 2010)	\$100,000
Program to help small businesses through training, technical assistance, and financing. (April 2011)	\$200,000
Bigelow Foundation (\$50,000 in 2009 and \$75,000 in 2010) to prepare small businesses for Central Corridor LRT construction.	\$125,000
St. Paul Foundation (\$75,000 in 2009 and \$75,000 in 2010) to prepare small businesses for Central Corridor LRT construction.	\$150,000
Program to help small businesses through training, technical assistance, and financing. (April 2012)	\$200,000
<u>Program to help small businesses through training, technical assistance, and financing. (March 2013)</u>	<u>\$200,000</u>
Total	\$1,025,000

Great Streets and Business Association Assistance Program: The City of Minneapolis will contribute a total of \$210,000 for business technical and marketing support. The City's contract with the African Development Center has expired following a two-year period of availability to CCLRT area businesses. The City renewed its contract with the West Bank Business Association.

In February, \$14,524 was disbursed to the Stadium Village Commercial Association for advertising and marketing campaigns promoting businesses in the area.

Financial Activities (Minneapolis along University Ave, Cedar Riverside):	Amount
Business Association Assistance Program	\$ 20,500
Great Streets Business District Support Grants	\$188,874
City Business Finance Assistance to the African Development Center	\$ 40,000
Total	\$234,850

Other Business Assistance: The “Other” category in Table 1 consists of funding commitments from the Central Corridor Funders Collaborative (CCFC). All funds reported in the Business Impacts SEA for this activity have been disbursed.

Financial Activities	Amount
Central Corridor Partnership to support public presentations from Bill Knowles (business mitigation consultant)	\$3,000
Asian Economic Development Association to support consultation / presentations by Thao Tran (business mitigation consultant).	\$4,670
Total	\$7,670

Business Marketing Program: On September 28, 2011, the Metropolitan Council approved the use of \$1.2 million in Central Corridor LRT project contingency funding for use to market businesses during project construction. The program is focused on increasing awareness of the diversity of businesses in the Central Corridor area of St. Paul and Minneapolis, increase customer traffic, and minimize lost business revenues.

Significant Activities:

MOD and Co. has been contracted to conduct the marketing program on behalf of the Metropolitan Council. See Attachment F for a report of activities conducted as part of the business marketing campaign in the month of February.

Financial Activities	Amount
Marketing Agency Contract Fees	\$736,027
Administrative Costs	\$20,000
Total	\$756,027



2.3.3 University Avenue / Cedar-Riverside Betterments:

Improved Street Lighting / Street Amenities: The City of St. Paul has contributed additional funds to the project in the amount of \$1,000,000 to include street lighting, colored paving, and other amenities within the public right of way, to enhance the pedestrian character of University Avenue and downtown business districts.

Significant Activities:

These improvements are being implemented concurrently with CCLRT construction, and are being funded using CCLRT contingency funds. The improvements are being made as part of CCLRT construction and were complete by December 31, 2012.

Business Façade Improvement Financing: The City of Minneapolis has committed \$150,000 for business façade-improvement matching grants to businesses along the project corridor.

Significant Activities:

To date, the City of Minneapolis has expended \$81,530 for the Great Streets Façade Improvement Program in Central Corridor business districts. During February, no façade grants were made.

2.3.4 Promoting Business Access:

Additional Business Signage: The Metropolitan Council will employ movable variable message signs during construction to assist travelers in accessing businesses in response to frequent changes in construction activities. A total of \$50,000 will be allocated by the Metropolitan Council for this additional business signage.

Significant Activities:

All funds (\$50,000) in this category have been expended to purchase the variable message signs. Variable message signs are in storage for the winter and will be available for use in 2013 as needed during the CCLRT Systems construction activity.

Cooperative Advertising and Transit Fare Passes: Metro Transit will provide \$250,000 in marketing support in the form of cooperative advertising and fare passes to businesses for distribution to customers.

Significant Activities:

To date, a total of \$254,096 has been expended on the following activities:

- Go To Passes for U7 Business Support Staff: In 2011, four Go To Passes with two months fare (totaling \$567) were provided to U7 to support their outreach efforts to Central Corridor businesses by providing transportation to interns going door-to-door to talk about available loan programs and related workshops.
- Development / Deployment of Metro Transit Bus Side Ads : A total of six Metro Transit buses were used to promote patronage of Central Corridor businesses during year one of construction. These ads ran from May through November 2011. From July to December 2012, a total of 30 Metro Transit buses are being used to promote Central Corridor businesses (total value for 2011 and 2012 is \$211,555). In February, Metro Transit provided additional bus ads at cost for a value of \$20,666.
- Go To Passes for Go Green Saturday Promotion: On November 24, 2012, Metro Transit offered free passes for 320 rides (\$640 value) to shop along the Central Corridor as part of the Go Green Saturday event.

2.3.5 Construction Contract:

Construction Access Plans: Construction contracts (Civil East – St. Paul, and Civil West – Minneapolis) included \$200,000 for civil construction access plans. Outreach efforts and other contracting activities related to maintaining access were significantly completed in November 2012, as civil construction activities are scheduled to conclude at the end of 2012. In 2013, access plans will be developed as needed. Businesses will be notified of any changes to access at least two weeks prior to the start of construction. In February, outreach staff worked with businesses and property owners in the areas near Washington and Cedar avenues and Huron Boulevard and University Avenue to prepare for access during overnight closures in March.

Contractor Incentive Program: A contractor incentive program is being provided for the two major construction contracts (Civil East – St. Paul and Civil West – Minneapolis). This program is intended to encourage effective communication and cooperation between the contractor, businesses and residents. A Construction Communication Committee (“CCC”) composed of business owners, residents, and other stakeholders will be created for each outreach sector identified in contract documents. The CCC will meet once per quarter in 2013 to vote on identified evaluation criteria measuring contractor efforts to minimize construction-related impacts and award quarterly incentives to contractors demonstrating compliance with these measures. The construction contracts include an \$850,000 allowance (project-wide total) for the contractor incentive program.

Significant Activities:

To date, nine evaluations have taken place by CCC's for the Civil East and Civil West construction contracts. The table below summarizes, by contract by quarter, the contractor incentive funds available and the amount the CCC voted to award, based on contractor performance.

	Civil East		Civil West	
	Funds Available	Funds Awarded	Funds Available	Funds Awarded
2010 – Quarter 4	\$50,000	\$46,920 (94 percent of total)	\$10,000	\$9,920 (99 percent of total)
2011 – Quarter 1	\$40,000	\$30,993 (77 percent of total)	\$20,000	\$20,000 (100 percent of total)
2011 – Quarter 2	\$60,000	\$25,085 (42 percent of total)	\$25,000	\$18,891 (75 percent of total)
2011 – Quarter 3	\$70,000	\$23,200 (33 percent of total)	\$25,000	\$20,000 (80 percent of total)
2011 – Quarter 4	\$70,000	\$27,500 (39 percent of total)	\$25,000	\$18,150 (73 percent of total)

2012 – Quarter 1	\$50,000	\$40,000 (80 percent of total)	\$20,000	\$16,327 (82 percent of total)
2012 – Quarter 2	\$60,000	\$34,200 (57 percent of total)	\$25,000	\$21,250 (85 percent of total)
2012 – Quarter 3	\$70,000	\$45,500 (60 percent of total)	\$25,000	\$21,250 (85 percent of total)
2012 – Quarter 4	\$50,000	\$37,500 (75 percent of total)	\$25,000	\$21,250 (85 percent of total)
Total (to date)	\$520,000	\$310,898 (60 percent of total)	\$200,000	\$167,038 (84 percent of total)

2.3.6 Project Communications:

Construction Communication Plan (Special Signage): Construction signage will include “Open for Business” signage and other information alerting drivers and pedestrians to construction impacts or other relevant information (e.g., available parking, alternative access, etc.). Approximately four signs will be required per block of construction, and signs will be in place until substantial completion of construction of the surface elements of the project.

Significant Activities: Construction signage is in place in areas where Civil East (St. Paul) and Civil West (Minneapolis) construction activities are ongoing.

Community Outreach Coordinators: Community Outreach Coordinators will be provided by the Metropolitan Council throughout project construction. The Community Outreach Coordinators act as a liaison between the public and local businesses, including minority-owned businesses, and project contractors. Community Outreach Coordinators are available to answer questions and direct specific construction related concerns back to project contractors and the Metropolitan Council. The Metropolitan Council has dedicated \$4,000,000 to this effort, which includes salary and benefits for a fully staffed Central Corridor Outreach and Communications Team for the four years of project construction from 2010 through 2013. See Attachment G for a display of current Outreach staff and their contact information.

2.4 Requests for Business Assistance and Response

Several of the programs summarized in Section 3 involve direct assistance to businesses in the forms of loans, grants, or other direct assistance. Programs that are managed in this way are listed below, along with information on the number of requests to receive assistance from these programs.

Neighborhood Commercial Parking Program (City of St. Paul): To date, a total of 50 applications have been received by the City of St. Paul and 24 projects have been funded. The City has closed the application process for this program.

Business Support Fund: To date, a total of 230 loans been approved by the City of Saint Paul. A total of 14 applications for loans were not funded, as reported below:

- One of the applicant businesses closed prior to the loan being disbursed.
- Six were not eligible as they actually demonstrated business revenues that increased from periods prior to construction. Two of the six later reapplied with additional demonstrated losses and the applications were then deemed eligible and approved.
- Two were not eligible as they were not retail establishments.
- Two were not eligible as they were outside the established geographic area for qualified applicants.
- One did not meet minimum required time for being in business on the corridor (one-year minimum).
- One was the subject of an adverse action taken by the City of St. Paul and was evicted by the landlord before the loan application was processed
- One was not eligible because the previous year’s sales exceeded \$2 million.

(See Attachment C for a visual depiction of the status of funds approved.)

Business Improvement / Expansion Assistance: Loans have been made to four businesses along the Central Corridor, as reported in Section 2.3.2 of this report.

Business Façade Improvement Financing (City of Minneapolis): To date, 23 applications have been received to access funds administered through this program with 20 applications approved and/or funded (one additional application was submitted and then later withdrawn).

2.5 Business Openings / Closings / Relocations

The following update on number of Central Corridor business openings, closings, and relocations uses data gathered by CCPO Outreach staff. Outreach staff maintains an inventory of Central Corridor businesses, which provides a comprehensive contact database. This inventory is a list of street-level business establishments that are found along the Central Corridor alignment from the West Bank area of Minneapolis to downtown St. Paul.

Change in Central Corridor Businesses (February 1, 2013 to February 28, 2013)	
Business Openings	1
Business Closings	3
Business Relocations off Corridor	0
Business Relocations on Corridor	0

The information in the following table reflects known business openings, closings and relocations on the Central Corridor for the month of January.

HourCar is planning to add several locations like this one along the Green Line.



3.0 Frequently Asked Questions

3.1 How do I request a translated summary of this report?

Please contact the Central Corridor Public Outreach and Communications Team for assistance:

Central Corridor email: centralcorridor@metc.state.mn.us

Hotline: 651-602-1404

Requesting a Spanish Summary of Report:

¿Cómo puedo solicitar un resumen traducido de este informe?

Por favor comuníquese con el *Equipo de Corredor Central Publico de Alcance y Comunicación* (Central Corridor Public Outreach and Communications Team) para asistencia.

Correo electrónico del Equipo de Corredor Central: centralcorridor@metc.state.mn.us

Línea de ayuda: (651) 602-1404

Requesting a Vietnamese Summary of Report:

Làm thế nào để yêu cầu một bản tóm tắt dịch của báo cáo này?

Xin vui lòng liên hệ với Central Corridor Public Outreach and Communications Team để được hỗ trợ: Central Corridor email: centralcorridor@metc.state.mn.us

Hotline: 651-602-1404

Requesting a Somali Summary of Report:

Sideen u dalbadaa warbixintaan kooban oo la fadiray?

Fadlan la soo xiriir Central Corridor caawimada dadweeynaha iyo kooxda farriinta dadweeynaha u qaabilsan.

Central Corridor Eemeylkoodu waa: centralcorridor@metc.state.mn.us

Telefoonka: 651 602 1404

Requesting a Hmong Summary of Report:

Yuav ua li cas thiaj li thov tau daim ntawv txhais ua lus Hmoob txog cov xov xwm no?

Yog koj xav tau kev pab, thov hu los yog sau ntawv rau tom cov Koos Haum (Central Corridor Public Outreach and Communications Team).

Sau ntawv rau: centralcorridor@metc.state.mn.us

Xov Tooj: 651-602-1404

3.2 How can I report a construction-related problem?

To report problems that arise during construction, call the 24-hour hotline at 651-602-1404.

3.3 How can I get information on business assistance during construction?

“Ready for Rail” is a great source for information on programs to assist Central Corridor businesses during construction and can be found at <http://www.readyforrail.net/> or by calling 651-280-2384.

3.4 How can I comment on the project?

The outreach program provides many avenues for people to submit comments and concerns. The outreach team forwards your comments and concerns to the engineers.

Central Corridor email: centralcorridor@metc.state.mn.us

Phone line: 651-602-1645

Attend a public meeting. See the Central Corridor meetings page at www.centralcorridor.org

3.5 Where do I get information about job opportunities

The Met Council and Central Corridor Funders Collaborative created www.lrtworks.org for job seekers to register their qualifications.

3.6 How can the public get construction information?

Details about construction will be available at www.centralcorridor.org and the public will be notified in advance about work, including detours and road closures. Project outreach coordinators began surveying business and property owners in the spring of 2008 for details on their points of access to help engineers design the line and plan construction.

Attachment A

Summary of Monthly Complaints / Response

Category	Description	Response	Responded Within 24 Hours	Responded Within 1 Week	Date Received	Date Responded
Civil East						
Misc	Graffiti Removal - 1717 University	Kimberly called back 2/5/113. Issue forwarded to the city of St Paul for resolution. Closed 2/13/13.	X		02.05.2013	02.05.2013
Misc	Window Separation - Jax Bldg	Walsh issued a letter 3/14/13 denying responsibility to the damage complaint.		X	02.12.2013	03.14.2013
Misc	Hand Rail - World Trade Center Ramp	Responded by telephone	X		02.13.2013	02.13.2013
Misc	Driving Issues? - 94S to Cretin to Univ to Fairview	Nkongo called back 2/19 and provided requested information. Closed 2/19/13.	X		02.18.2013	02.19.2013
Misc	New Business - Strategic Planning	Spoke with caller on phone	X		02.19.2013	02.19.2013
Misc	Replace Street Lamp - 4th & Robert - First National Bank	Responded by phone to caller	X		02.19.2013	02.19.2013
Misc	Tree Trenches - City of Duluth	Nkongo emailed back 2/28. Issue closed 2/28.			02.19.2013	02.28.2013
Misc	Sidewalk buckling - can't open door - 1459 Univ Ave W	Nkongo called back 2/26. Issued added to punch list.	X		02.26.2013	02.26.2013
Pedestrian	No Right Turn Sign - Cedar & 6th	Responded via email	X		02.15.2013	02.15.2013
Safety Security	Light timing - Cedar b/t 11th & 12th	Responded via telephone.	X		02.26.2013	02.26.2013
Civil West						
Traffic	Double Left Turn - Huron & Fulton	Jessica emailed, double left was part of detour. comment forwarded to city.		X	02.19.2013	02.22.2013

Attachment B1

Summary of Past Monthly Meetings

Central Corridor LRT Meeting Summary

February, 2013

1. Metropolitan Council initiated public meetings/events

Date	Start Time	Meeting location and address	Group/Host	Topic/Purpose of Meeting	Stakeholder Attendees	Attendees Expected	Project Contact & Phone #

2. Project partner initiated meetings/events

Date	Start Time	Meeting location and address	Group/Host	Topic/Purpose of Meeting	Stakeholder Attendees*	Attendees Expected	Project Contact & Phone #
2/7/13	11:30 AM	On's Kitchen, 1613 University Avenue West, St. Paul, MN 55104	Midway Chamber of Commerce	LUNCH on the AVENUE		30	Centralcorridor
2/15/13	11:00 AM	Republic, 221 Cedar Avenue South, Minneapolis, MN 55454	Midway Chamber of Commerce	Go Green Line Fridays		30	Centralcorridor
2/21/13	12:00 PM	Arnellia's Restaurant, 1183 University Avenue, St. Paul, MN 55104	Midway Chamber of Commerce	LUNCH on the AVENUE		15	Centralcorridor
2/22/13	11:00 AM	Cheng Heng, 448 University Avenue W, St. Paul, MN 55103	Midway Chamber of Commerce	Go Green Line Fridays		30	Centralcorridor

3. Meetings with Stakeholders

Page 1 of 2 or information about a specific meeting, contact the identified outreach coordinator:

Nkongo Cigolo (651) 602-1559 Dana Happel (651) 602-1954 Shoua Lee (651) 602-1014

Central Corridor LRT Meeting Summary

February, 2013

Date	Start Time	Meeting location and address	Group/Host	Topic/Purpose of Meeting	Stakeholder Attendees*	Attendees Expected	Project Contact & Phone #
2/1/13	1:00 PM	Ford Building--East Entrance door , 117 University Avenue West, Saint Paul, MN 55155	Jeff Galbraith--CCPO	Survey Ford Bldg Areaway	Department of Administration	6	Cigolo, Nkongo
2/6/13	2:00 PM	Sibley Square Ramp, 190 East 5th Street, security desk on 1st floor, st. Paul, mn 55101	CCPO	Updated: Discuss Signal House in the Sibley Square Ramp	Property Manager of Sibley Square	2	Happel, Dana
2/12/13	12:30 PM	117 University Avenue W., Saint Paul, MN 55155	NKongo Cigolo	Ford Bldg Areaway (Entry Request)	Department of Administration	6	Cigolo, Nkongo
2/20/13	12:30 PM	Ford Bldg, 117 University Avenue West, Saint Paul, MN 55155	Nkongo Cigolo	Ford Building Areaway (Entry Request 2/20)	Department of Administration, State	6	Cigolo, Nkongo

Page 2 of 2 or information about a specific meeting, contact the identified outreach coordinator:

Nkongo Cigolo (651) 602-1559 Dana Happel (651) 602-1954 Shoua Lee (651) 602-1014

Attachment B2

Summary of Upcoming Monthly Meetings

Central Corridor LRT Meeting Summary

March 2013

1. Metropolitan Council initiated public meetings/events							
Date	Start Time	Meeting location and address	Group/Host	Topic/Purpose of Meeting	Stakeholder Attendees	Attendees Expected	Project Contact & Phone #
4/3/2013	11:00 AM	Central Corridor Project Office, 540 North Fairview Av Room 2/3, Saint Paul, MN 55104	CCPO	Quarterly Construction Meeting/Quarterly Contractor Evaluation Meeting	Public-Construction Communication Committee Members	40	Cigolo, Nkongo

2. Project partner initiated meetings/events							
Date	Start Time	Meeting location and address	Group/Host	Topic/Purpose of Meeting	Stakeholder Attendees*	Attendees Expected	Project Contact & Phone #
3/1/2013	11:00 AM	Green Spoon, 2600 University Avenue SE, Suite A, Minneapolis, MN 55414	Midway Chamber of Commerce	Go Green Line Fridays		30	Centralcorridor
3/7/2013	12:00 PM	Tea House, 2425 University Avenue SE, Minneapolis, MN 55414	Midway Chamber of Commerce	Lunch on the Avenue		30	Centralcorridor

3. Meetings with Stakeholders							
Date	Start Time	Meeting location and address	Group/Host	Topic/Purpose of Meeting	Stakeholder Attendees*	Attendees Expected	Project Contact & Phone #
3/6/2013	11:00 AM	Science Museum, 120 West Kellogg Blvd., St. Paul, MN 55101	St. Paul Smart Trips	Transportation Summit	Downtown St. Paul community	100	Happel, Dana
3/7/2013	12:15 PM	MPR, 480 Cedar Street, St. Paul, MN 55101	MPR	Meeting MPR and Central Corridor Project Office	MPR staff	4	Happel, Dana
5/9/2013	5:00 PM	Saint Paul River Center, 175 Kellogg Blvd. West, St. Paul, MN 55102	Saint Paul Riverfront Corporation	Great River Gathering	Policy makers, corporate leaders, entrepreneurs, artists		Happel, Dana

Page 1 of 2 or information about a specific meeting, contact the identified outreach coordinator:

Nkongo Cigolo (651) 602-1559 Dana Happel (651) 602-1954 Shoua Lee (651) 602-1014

Central Corridor LRT Meeting Summary

March 2013

3. Meetings with Stakeholders							
Date	Start Time	Meeting location and address	Group/Host	Topic/Purpose of Meeting	Stakeholder Attendees*	Attendees Expected	Project Contact & Phone #
					and citizens		

Page 2 of 2 or information about a specific meeting, contact the identified outreach coordinator:

Nkongo Cigolo (651) 602-1559 Dana Happel (651) 602-1954 Shoua Lee (651) 602-1014

Attachment C
CCLRT Business Support Fund
Status Report

CCLRT Business Support Fund February 2013 Status Report



\$289,825

Cedar-Riverside
North and South

\$221,994

Stadium Village

\$345,324

Prospect Park

\$169,616

\$514,149

Emerald-Hampden North
Emerald-Hampden South

\$524,750

\$180,217

Hampden -Aldine North
Hampden - Aldine South

\$222,621

\$270,326

Aldine -Syndicate North
Aldine -Syndicate South

\$63,079

\$14,557

Syndicate-Lexington North
Syndicate-Lexington South

\$169,827

\$203,793

Lexington-Dale North
Lexington-Dale South

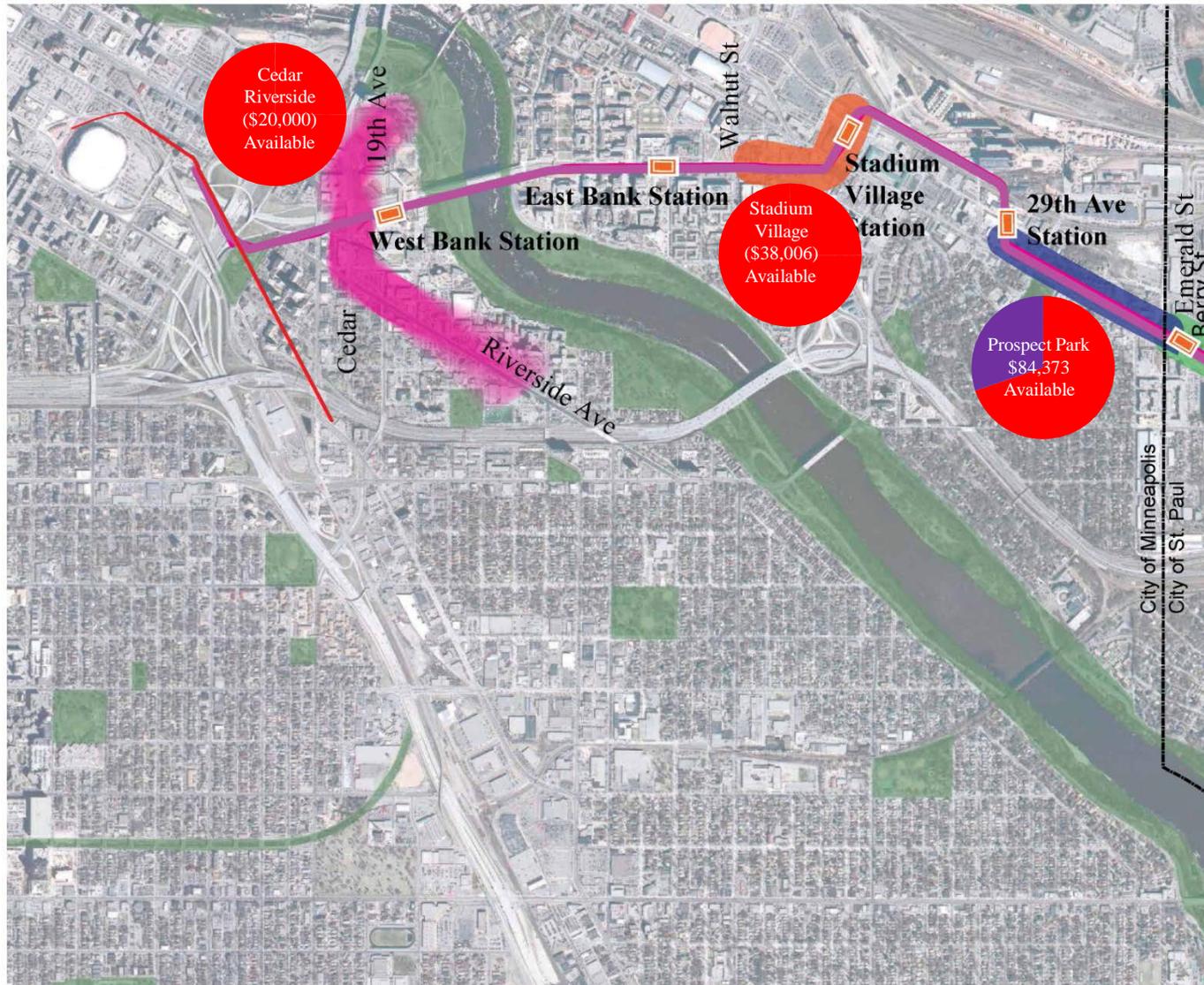
\$150,418

\$373,620

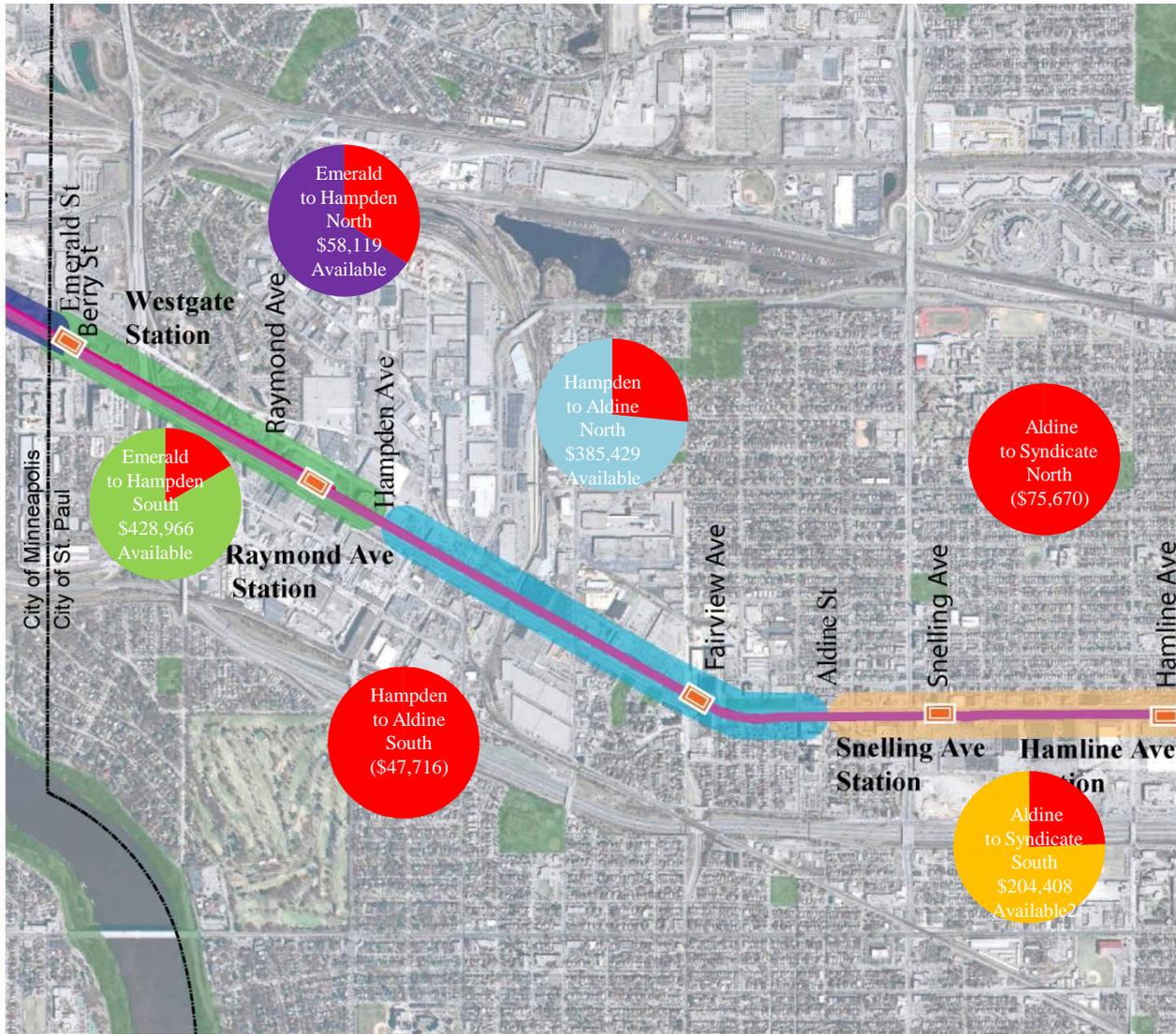
Dale-Rice North
Dale-Rice South

\$95,409

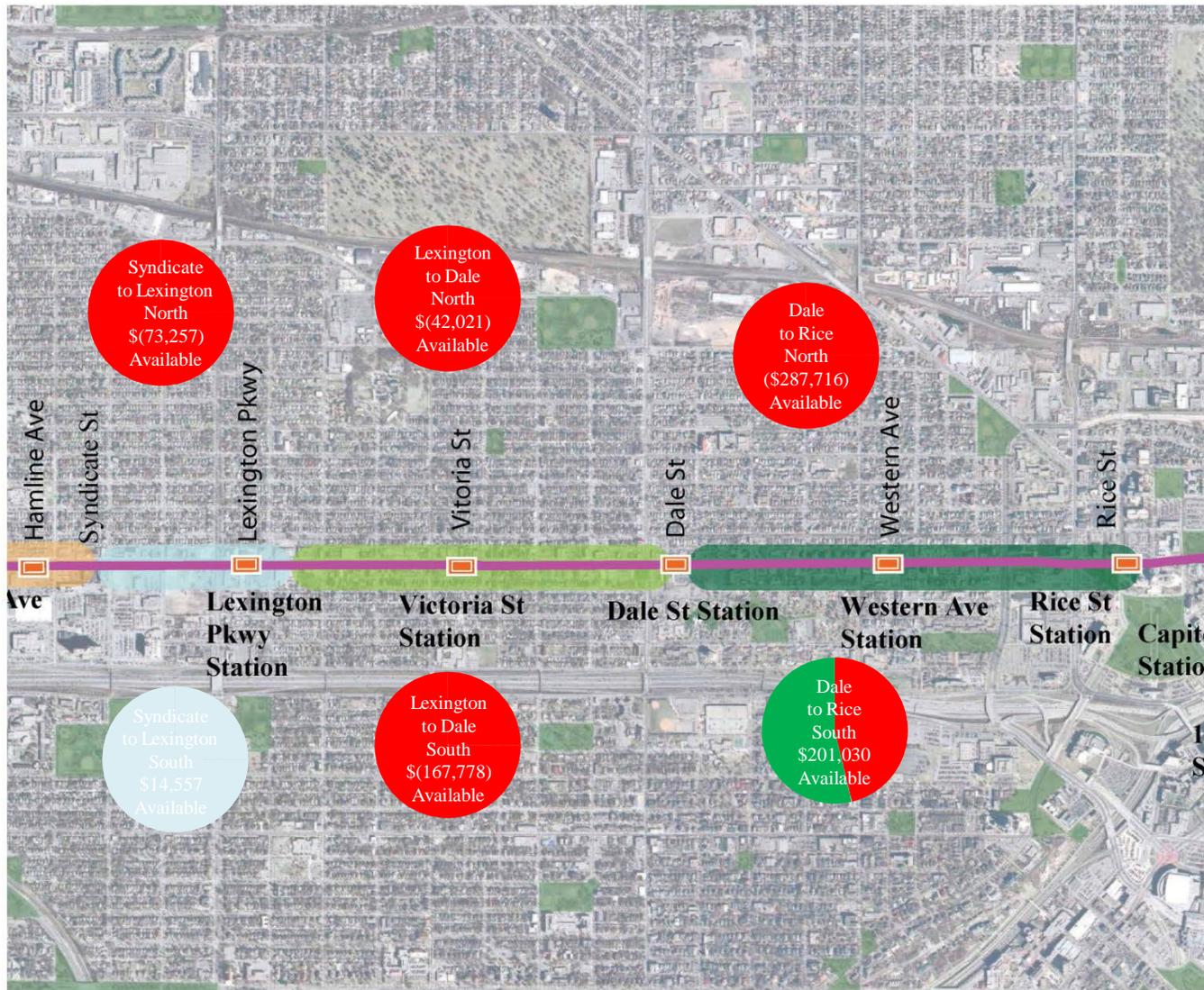
Lowertown



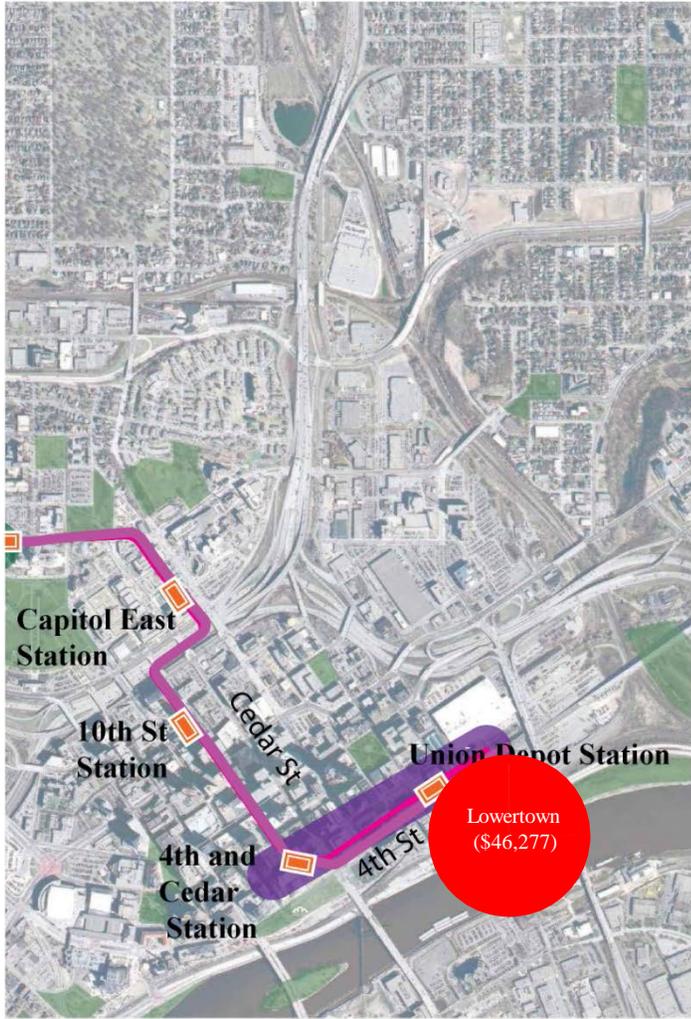
\$289,825	Cedar-Riverside North and South
\$221,994	Stadium Village
\$345,324	Prospect Park
\$169,616	Emerald-Hampden North
\$514,149	Emerald-Hampden South
\$524,750	Hampden -Aldine North
\$180,217	Hampden -Aldine South
\$222,621	Aldine -Syndicate North
\$270,326	Aldine -Syndicate South
\$63,079	Syndicate-Lexington North
\$14,557	Syndicate-Lexington South
\$169,827	Lexington-Dale North
\$203,793	Lexington-Dale South
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\$373,620	Dale-Rice South
\$95,409	Lowertown



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\$270,326	Aldine -Syndicate South
\$63,079	Syndicate-Lexington North
\$14,557	Syndicate-Lexington South
\$169,827	Lexington-Dale North
\$203,793	Lexington-Dale South
\$150,418	Dale-Rice North
\$373,620	Dale-Rice South
\$95,409	Lowertown

Attachment D

U7 and NDC Corridors of Opportunity Report

ITEM: Projects funded with Corridors of Opportunity loan resources

SUBMITTED BY/STAFF CONTACT: Mary Kay Bailey, The Saint Paul Foundation

PURPOSE AND ACTION REQUESTED: The purpose of this item is to inform the Policy Board of several loans that have been approved or closed by our lending partners (Neighborhood Development Center (NDC); LISC, Family Housing Fund, and Twin Cities Community Land Bank). No action requested.

BACKGROUND: Through Living Cities, our region has received \$10 million in commercial debt and \$3 million in Program Related Investments (PRIs) which are low interest loans for a charitable purpose. These funds are being used in the following ways:

Small Business Loan Fund

NDC is deploying \$700,000 of PRI to support to businesses along University Avenue to:

- a) Buy their buildings in order to secure building ownership in advance of future land value appreciation
- b) Make improvements to and/or grow the business for the purposes of:
 - i. Making visual enhancements that showcase the long-term potential for small, local, often minority or immigrant-owned businesses to anchor sites along the Central Corridor.
 - ii. Invest in the business so that it may expand and bring additional jobs to the Central Corridor.

Affordable Housing/Transit Oriented Development Loan Fund

A \$14.3 million pool comprised of \$10 million of commercial debt (managed by LISC) and \$4.3 million in PRIs (\$2.3 million from Living Cities and an additional \$2 million from the Family Housing Fund) supports affordable housing preservation and development and new mixed use TOD projects along Central, Hiawatha, and Southwest LRT corridors.

SMALL BUSINESS LOANS - APPROVED

May's Building, 377 University Avenue

May's Building was built in 1920 and has three floors with a total 18,542 finished sq ft. There are five store fronts on the main level with the remaining units on the second floor. Tenants include May's Market, Thai Café, Liberty Tax, Hmong American Partnership/Asian Economic Development Association, University Home Health, a massage and a hair salon.

The building is located at the intersection of Western and University Avenues (Western Avenue Green Line station) and is across from the historic Old Home building and a few blocks west of The State Capitol. The purpose of the loan is to improve and increase the value of the property.

The owner will add new signage, paint, doors, windows, lighting, awning to the south and west sides of the building. The improvements to the building will reflect the vision of the Little Mekong District.



NDC is providing a \$50,000 COO loan and \$60,000 façade grant. In addition, the City of Saint Paul awarded May's Building a \$20,000 parking lot improvement grant.

A-1 Vacuum Cleaner & Appliance Co., Inc, 666 University Avenue

A-1 Vacuum Cleaner & Appliance Company is a family owned business that has been located on University Avenue since 1952. The building is near the Dale Street Green Line station. Loan funds will be used to replace the HVAC system, refinish the roof, add new front entry doors, signage, awning and lighting to the north and west end of the building, and install a new garage door with a conveyor belt in the rear to support shipping and receiving.



City of Saint Paul recently resurfaced and landscaped the surround areas of the parking lot that is being shared by A-1 Vacuum and Shuang Hur grocery. NDC is providing a \$10,000 façade grant and a \$50,000 loan.

X-Treme Beauty Salon, 500 North Dale Street

X-Treme Beauty Salon is moving into a 1,225 sq ft space at the Frogtown Square development at the Dale Street Green Line station. This salon will complement the Grooming House barber shop which caters predominantly to men. X-Treme Beauty Salon will rent the stations to independent contractors. \$20,000 of NDC loan funds will be used to support the build out of the space



Ha Tien Grocery Store, 353 University Avenue

The Ha Tien grocery is an 8,000 sq. foot grocery and deli located in an architecturally distinctive building at 353 University Avenue near the Western Avenue Central Corridor LRT station. Funds will be used to renovate and redesign the store for better navigation, aisle spacing and an overall positive customer experience as well as purchase new energy efficient equipment and HVAC systems. This project is also in the Little Mekong District. NDC is looking to make a \$200,000 loan to the owner and a \$30,000 façade grant.



Attachment E

U7 FY2012 End of Year Report

U7
FY2012
End of
Year
Report

University Avenue Business Preparation
Collaborative (U7)

FY2012

The report covers the U7 Project's accomplishments between April 1, 2011 to March 31, 2012. The U7 Project is support by the Central Corridors Funders Collaborative, The F.R. Bigelow Foundation, The Saint Paul Foundation and Living Cities.

Members of the U7
Collaborative: African
Economic Development
Solutions, Aurora St. Anthony
NDC, Greater Frogtown CDC,
Metropolitan Consortium of
Community Developers,
Neighborhood Development
Center and Sparc.

Overview of U7 Project FY2012 Accomplishments

In the last 12 months there has been a large focus by U7 on conducting forgivable loan outreach and provide bookkeeping and accounting services to 51 business in the first major area of light-rail construction along University Avenue, Segment 1. In addition, U7 continued to provide its full menu of services to an additional 100+ small businesses from Syndicate to Rice Street, Lowertown and Downtown St. Paul.

Within the Segment 1 area, U7 Staff, consultants, interns and volunteers worked one-on-one with 51 small business owners; 25 of which successfully applied for the Ready for Rail Forgivable Loan. U7 provided extensive services and resources to those 51 business owners, totaling 1548.8 hours of technical assistance, material production and coaching. Specific examples include assistance with bookkeeping, accounting, cash-flow projections, preparing financial statements, legal, logo development, branding, interior design, window signage, pre-façade improvement work, city issues, construction issues, marketing, social media, securing catering opportunities for restaurants, assisting with forgivable loan applications, media press and promotions. In addition, U7 staff engaged several businesses in the Discover the Central Corridor marketing efforts, promoting a coupon book, loyalty cards and other events.

For the remainder of the Central Corridor in St. Paul, U7 served over 100 businesses with is full menu of services, which in FY2012 included better Web 2.0 services such as social media outlets and a greatly improved website product, and improved marketing services.

In total, the U7 Project provided a total of 3,177 hours of technical assistance, guidance, coaching and consulting to St. Paul business along the corridor.

U7 Project 12 Month Accomplishments

From April 1, 2011 to March 31, 2012, the U7 Staff, NDC staff and NDC Consultants **provided one-on-one technical assistance** to a total of **160+ clients** (which does not include Rondo Library BRC numbers served). Below is the breakdown of results - showing the variety and intensity of business support services and resources being provided to small business owners by the U7 Project staff, U7 Volunteers, U7 Interns, NDC Staff, and NDC/U7 Consultants.

Rondo Library NDC Workshops: There were approximately **50 workshops** provided with over **300 entrepreneurs** in attendance. Workshop topics included: creative marketing techniques, customer services, demographics now, internet marketing, understanding basic accounting and a special workshop especially focused on University Avenue businesses – Surviving and Thriving in Tough Times.

One-on-One Technical Assistance: U7 Staff, NDC Staff and NDC Consultants **provided 3720.5 hours of technical assistance to 160+ businesses and entrepreneurs** on University Avenue (TA hours include the hours provided by the U7 Graphic Designer

and the U7 Project Manager). The no-cost to low-cost services provided to small businesses included:

- a) General Business Management
- b) Marketing and Market Research
- c) Financial Health Consultations; Cash flow projections
- d) Record-Keeping and Accounting and Training
- e) Business Planning and Research
- f) Retail, Grocery and Salon Business Management
- g) Computer Training
- h) Assistance with contractors and bids
- i) Creation of data management systems; inventory list, customer contact list, point of sales systems
- j) Industry and Demographic/Market Analysis
- k) Training in Web 2.0 and website content management.

Results Driven Marketing: Since April 1, 2011, the U7 design staff, design interns, and design consultants combined have created **28 logos, 53 business cards, 15 websites** and **200+ other design or interactive marketing pieces** for University Avenue small business owners.

- a) Creation of Website and Web 2.0 presence
- b) Marketing plan assistance
- c) Social media presence
- d) Direct marketing to customers
- e) Creation of brand identity systems, and other print and web based materials

Financial Health Consultations: To date, **42 University Avenue businesses participated in an intense financial health consultations** performed by U7 Small Business Consultants and U7 Consultants. The services provided have been mainly assisting owners with cash flow analysis, inventory, tracking of sales, forecasting and putting savings plans in place.

U7 and NDC Loan Activity: Since April 1, 2011, **11 Loans** have been approved and closed to University Avenue businesses, with **the total amount financed being \$186,394**. The loan applications received have been much greater, however not all applicants move to the approval process. For those applications that are not "ready" for financing the applicants are provided with technical assistance, training and one-on-one consultation to strengthen the applicants request.

Matching Marketing Grants: The total dollars required to launch the small business marketing matching grant program is yet to be retained; however, U7 staff have provided **56+ matching grants to 36 small businesses**. The grants were used to offset the cost of printing, signage costs, and marketing activities. The marketing grants are 50% of the total cost of a project. The maximum a business can receive for a production job is \$200 dollars.

Matching Façade Grants: The total dollars required to launch the small business façade matching have been retained; the Façade Improvement Committee approved five façade grants in FY2012.

Entrepreneurship Training: One avenue of the work that has been a bright spot for NDC and U7 is the work of the U7 staff in getting University Avenue businesses enrolled in the NDC Entrepreneurship Training Class. **Two more U7 Clients (Xtreme Beauty, Unidale Tax,)**, are due to graduate from the spring course. U7 staff and NDC staff are very excited about existing business owners becoming NDC graduates and fully engaging in the process.

Marketing of the U7 Project: The U7 Project designed effective marketing web and printed materials, created and launched the U7 website (universityseven.org); and were mentioned in 16 press articles, news stories and has increased in social media presence in FY2012. The U7 staff also presented information about U7 for several audiences and at many events that include:

- a) University Avenue Business Association Events
- b) Asian Economic Development Association Events
- c) District 7 meetings
- d) Business Resources Collaborative meetings and events
- e) Living Cities meetings
- f) 8 Tours of the Central Corridor for funders, non-profits and conferences
- g) Several presentations to local non-profit groups that serve local businesses and homeowners

U7 by the Numbers

The following two tables quickly provide an update on U7 performance to date. The first table [Table 1] lists out the project management activities NDC, the Host Organization, and the U7 Partners have accomplished thus far, according to the goals/task listed in the FY2012 U7 Work Plan. The second table [Table 2] demonstrates U7's status on the small business services provided along with noting FY2012 intended goals per activity. We believe each table provides the full picture of U7 accomplishments to date.

Table 1

U7 Year 3 Project Development Activities	U7 Goals per Activity April 1, 2011 to March 31, 2012 12 Months	12 month Results April 1, 2011 to March 31, 2012
Management of Project Structures, Programs and Administrative Procedures	Coordinate quarterly U7 Board Meetings (agenda/minutes)	Established & On going
	Secure Interns (Graphic Design, Database, Web, and Financial Health Specialists)	Established & On going
	Yearly Monitor & Update U7 Work Plan	Established & On going
	Monitor & Oversight of U7 Project Budget	Established & On going
	Develop and Distribute U7 Marketing Materials	Established & On going
	Establish regular U7 Staff Meeting schedule (weekly workorders)	Established & On going
	Establish Networks <ul style="list-style-type: none"> o Business Resource Collaborative o FRAN o Met-Council o City of St. Paul o Corridors of Opportunity Senior Staff Membership o Corridors of Opportunity Policy Board Membership o Asian Economic Development Association o Starling Project o World Cultural Heritage District o Little Mekong District o Irrigate o Corridor-wide Marketing efforts 	Established & On going
	Create and implement strategies to attract FREE press	On-goingm- over 16 various mentions in press/news stories
	Create and Distribute Legislative Materials (handouts)	No longer relevant
	Conduction outreach and providing Ready for Rail Packets to University Ave. small businesses	Completed and conducting follow-ups
	Coordinate regular U7 Leadership Team meeting monthly	No longer necessary

	Establishing a Façade Matching Grant program that is a 4:1match in partnership with U7 Member Organizations	On-going
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Table 2

U7 Year 3 FY2012 Small Business Support & Resource Activities	U7 Year 3 Goals per Activity FY2012 April 1 to March 31, 2012 12 Month Goals	U7 Year 3 Accomplishments FY2012 April 1, 2011 to March 31, 2012 12 month Results
Loans to Small Businesses	Goal: 30 loans worked on with 20 loans approved and closed	11 Loans Approved and Closed in 2012 25 Loans Approved and Closed since April 1, 2009 Total amount of Loan dollars provided in 2012 \$186.394 Total amount of Loan dollars provided since April 1, 2009 \$455,224
Matching Grants to Small Businesses	Goal: 20 marketing matching grants provided Goal: 5 matching façade grants provided	56 marketing grants provided for a total of \$3,900 5 additional façade grants approved for FY2013 completion.
One-on-One Technical Assistance (TA)	Goal: Provide base-level one-on- one TA to 100 small businesses Goal: Provide Professional one- one one TA to 100 businesses <i>The yearly goal for one-on-one technical assistance directly to small business is 1,110 hours.</i>	161 business and entrepreneurs provided with base level TA FY2012 87 business provided with Professional-level TA (Results Driven Marketing) for FY2010 (to date) Since April 1, 2009 – 131 Total Clients Served (includes BRC numbers) FY2012 Total: 3720.5 of TA hours provided Since April 1, 2009 – Total of 7620.9 of TA hours

Small Business Workshops	Goal: 24 workshops conducted	50 Workshops provided with 300 entrepreneurs in attendance Since April 1, 2009 to present 140 workshops conducted with 716 attendees
Business Resource Center	Goal: 150 entrepreneurs visit and utilize the BRC workshops	Since BRC opened June 2009 It has assisted 39 entrepreneurs- with over 62 visits and 80.5 hours of technical assistance provided. The BRC was not in full operation in FY2012

Attachment F

Business Marketing Program Progress Report

Attachment G

For more project information, contact the construction hotline at 651-602-1404

Central Corridor/Green Line Business Marketing Progress Report from Mod and Company February 2013

Branding, Creative Development, Media

- Continued business feature advertising campaign including
 - Poster billboard (on University & Transfer Rd): promoting Valentine's Day On the Green Line
 - Bus sides: 35 'units', 8 businesses
- District specific commercials running through Comcast on Comedy Central, Animal Planet, BET, TBS, TLC, Travel Channel, ABC Family, Food Network, HGTV and on Xfinity.com
- No new photo shoots (focusing on district-specific ads from here on out) so total profiled & photographed-82 businesses
- Planned Valentine's promotion including two giveaways and specials from Green Line businesses
- Website additions: categorizing restaurants on the online directory, adding new businesses to the directory upon request (a lot are coming in via email since distribution of the books has completed along University/Washington Ave)
- Green Line Visitors' Guide delivery update: we have hired a delivery company who is (efficiently!) delivering Guides to businesses on the Green Line. So far 3,000+ directories have been distributed in a timely and cost effective manner. Continuing distribution and collecting all edits before re-printing late Spring
- Initial planning stages of Open Streets event on University Avenue late Summer; working with Blue Cross Blue Shield money, business leaders on the Green Line, other transportation leaders to put on the event.

Public Relations, Traditional Media Outreach, Content and Messaging

- F&C story on new t.v. ads featuring GL businesses
<http://finance-commerce.com/transit/2013/02/13/ads-promoting-central-corridor-businesses-hit-tv/>
- PioPress story on brand overlap at GL stations
http://www.twincities.com/localnews/ci_22552335/overlapping-interests-stake-claims-around-central-corridor-stations
- Extensive coverage of AZ Gallery photo exhibit of 9 GL station stops
<http://finance-commerce.com/transit/2013/02/06/displaying-central-corridors-past-and-present/>
http://www.twincities.com/entertainment/ci_22540057/best-entertainment-bets-feb-8-14
<http://www.secretsofthecity.com/events/view/friday-9-stops-opening-reception-at-a-z-gallery>
<http://www.lettoilemagazine.com/2013/02/08/weekend-whats-what-27-210/>
- Dialogue with KSTP "Minnesota Live" to feature GL businesses (particularly restaurants)

- Initiative with HeavyTable.com to feature Green Line restaurants and districts; first district to be featured (in March) will be Little Mekong.

Social Media

On the Green Line Website

- 1,576 visits
- 3,086 page views
- 1.96 pages/visit
- 1 minute 58 seconds: average duration per visit
- 79 percent of referral traffic coming from Facebook
- 32 percent of traffic on the site is viewed from a mobile device (smart phone/tablet)

- Paid Facebook advertising drove a significant amount of traffic to OnTheGreenLine.com for the Valentine's Day campaign.
- Giveaways work when paired with Facebook advertising as a strategy to drive leads/traffic.
- The Valentine's Day artwork did not resonate with the Facebook audience like we thought it would.
- When paired with specific business offers (Thai Café), Facebook ads perform fairly well.
- With no baseline, it's hard to evaluate the Web site traffic numbers, but it does provide us with a solid baseline for future campaigns.

Facebook ads

- Win a Green Line Romance Package-chocolates, flowers & dinner! <http://goo.gl/5jdDy> - Feb 2-4
 - 18,449 impressions
 - 177 clicks
 - .959 click-thru rate
 - \$.31 cost per click
 - 9 page likes
 - \$55.55 spent

- Win a Green Line Romance Package-valued up to \$225! <http://bit.ly/11Mbj84> – Feb. 8-10
 - 532,663 impressions
 - 1,388 clicks
 - .261 click-thru rate
 - \$.22 cost per click
 - 57 page likes

- \$300 spent
- Share: 25% off EVERYTHING at Thai Café on Valentine's Day! <http://bit.ly/14BD0ZA> - Feb 13-14
 - 252,454 impressions
 - 901 clicks
 - .357 click-thru rate
 - \$.22 cost per click
 - 29 page likes
 - \$200 spent

Twitter

- 751 followers (as of March 25; up from 709 on Feb. 1)

Attachment G

Outreach Coordinators

Attachment G

For more project information, contact the construction hotline at 651-602-1404

Community Outreach Coordinators Central Corridor LRT



Mission: *The purpose of the outreach team is to be an intermediary for the Metropolitan Council and the community on the Central Corridor LRT project. We will do this by building relationships with the public by informing, listening, and gathering feedback throughout engineering, construction and operation.*

Updated: January 2013

Minneapolis - Downtown to Emerald

New Stations: West Bank, East Bank, Stadium Village, Prospect Park

St. Paul - Emerald to I-94

Stations: Westgate, Raymond Ave, Fairview Ave, Snelling Ave, Hamline Ave, Lexington Pkwy, Victoria St, Dale St, Western Ave, Capitol/Rice, Robert St

Downtown St. Paul - I-94 to Lowertown

Stations: 10th St, Central, Union Depot



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